

from it, and provide comments to PMI so that the next edition will be better still.

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## ***The Brand You50: Fifty Ways to Transform Yourself from an "Employee" into a Brand that Shouts Distinction, Commitment, and Passion!***

By Tom Peters

Alfred A. Knopf Inc., New York, 1999

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Tom Peters dedicates *The Brand You50* to MJ, Oprah, and Martha. So the reader must ask, what can a member of the Defense acquisition workforce learn from Michael Jordan, Oprah Winfrey, and Martha Stewart? On first examination, it would seem that these celebrities have absolutely nothing to do with research and development or the procurement of emerging national Defense capabilities. However, after reading *The Brand You50*, this reviewer now thinks otherwise.

*The Brand You50* serves as the third leg of the three-legged stool in Tom Peters' *50Lists Series* of management guidebooks. These books aim to revolutionize today's white-collar, knowledge-based workforce. In this reviewer's opinion, such a goal truly qualifies as a WOW project. Tom Peters delivers with a book design that makes for a quick and easy read. The author's word choice and conversational style are consistent with the other books in this series. Common design elements of the series are listed below.

- Each chapter is 4-6 pages long and focuses on either a thought-provoking story or an insightful observation.
- Each chapter begins with a fairly clear thesis statement, which Peters labels "The Nub," and ends with suggested "Things To Do (TTDs)."
- Each chapter holds your attention as the author cites key statistics, outlines relevant business trends, or refers you to additional readings.

According to Peters, "*Brand YOUs* take charge of their own lives...They are not water-walkers...They know that *Big Co.* ain't going to take care of them from cradle (age 21) to grave (age 65). They know that they are skills dependent, distinction dependent, network/Rolodex dependent, project (WOW project) dependent, and growth dependent." Defense acquisition workers could benefit by adopting these traits.

So why would Tom Peters dedicate his book to MJ, Oprah, and Martha? Peters claims "Real Brand YOUs don't need full names." People recognize their achievements as being bigger than life, audacious, and unique. All of these celebrities are at the top of their respective games, and they have achieved a level of distinction that sets them apart from their contemporaries. They are peerless, committed to excellence, and their passion serves as an example for all others.

On that note, perhaps it is time for each acquisition workforce member to re-examine his or her distinction, commitment, and passion. Further, as acquisition professionals, we should look beyond the cynicism frequently heard when discussions turn to the Army's new black beret or to the latest recruiting slogan. Being *An Army of One* or *An Acquisition Corps of One* might just be a good thing if it instills distinction, commitment, and passion.

## ACQUISITION EXCELLENCE

### Acquisition And Logistics: From Reform To Excellence

The Acquisition Reform Office has been renamed the Acquisition Excellence Office, reflecting the changing role of acquisition and logistics in the Army's transformation. Led by Secretary of the Army Thomas E. White and Army Chief of Staff GEN Eric K. Shinseki, the Army is committed to fundamental change to ensure the Nation's security interests are preserved in the face of the dramatically changing requirements of the 21st century.

The acquisition and logistics reform legislation and initiatives of the last decade have changed Army business processes and partnerships with industry in significant and positive ways. Taking these reform measures to the next level of excellence is vital to achieving the new Army vision. By leveraging new technologies and applying a synthesis of sound business practices, innovation, and leadership expertise, the Army will continue to maximize force modernization, reduce total ownership costs, and significantly reduce cycle times.

Today's acquisition and logistics decisions will enable the Army to sustain and recapitalize the Legacy Force and field an Interim Force even as it transforms its present structure to achieve and sustain the Objective Force—a combat brigade deployable anywhere in the world in 96 hours, a division on the ground in 120 hours, and five divisions on the ground in theater in 30 days.

Commitment and hard work throughout the Army's acquisition, logistics, and technology communities will be required to meet these tough challenges and achieve the new Army vision. Given the progress that has been made to date, there is every reason to believe that the Army will achieve its fundamental goals and take acquisition and logistics from reform to excellence.

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